

TOURIST DEVELOPMENT COUNCIL MEETING
SUMMARY MINUTES
OCTOBER 9, 2003 –HILTON GARDEN INN LAKE MARY

MEMBERS PRESENT:

Bill Beuret – Maison et Jardin Restaurant
Pat Freeman – Altamonte Springs City Commission
Frank Fry – Holiday Inn Altamonte
M.M. “Red” McCullough – McCullough & Assoc.
Jay Sheppard – Best Western Marina Hotel
Helen Stairs – Helen Stairs Theatre
Steve Wolfram – Council of Local Governments
Dick Van Der Weide - Board of County Commissioners

MEMBERS ABSENT:

Linda Marshall – SpringHill Suites Altamonte

STAFF PRESENT:

Doug Barclay – Central Florida Sports Commission
Karen Brown - Seminole County CVB
Suzan Bunn – Seminole County CVB
Ann E. Colby – County Attorney’s Office
Fran Sullivan – Seminole County CVB

GUESTS:

Win Adams – Seminole Cultural Arts Council, Inc.
Stephanie Andry – Residence Inn by Marriott
Laura Conway – Candlewood Suites
Lou Edwards – Hilton Orlando/Altamonte Springs
Andrea Farmer – Central Florida Zoo
R.T. Hillery – City of Sanford
Stephanie Kobrin – Seminole Co. Library/Leisure Services
Belinda Ortiz – CFHLA
Diane Nelson – Orlando Marriott Lake Mary
Linda Reynolds – Sem. Co. Lake Mary Reg. Chamber of Commerce
Rebecca Rhodes – Homewood Suites Orlando North
Jamie Ross – Hilton Garden Inn Lake Mary
Jim Sega – Hilton Orlando/Altamonte Springs
Jason Weeks – Altamonte Sports

CALL TO ORDER

With a quorum present the meeting was called to order at 12:35 p.m. by Frank Fry, TDC Chair. Introductions followed.

APPROVAL OF SEPTEMBER 11, 2003 MINUTES

A motion by Steve Wolfram to approve the minutes of the September 11, 2003 meeting was seconded by Jay Sheppard and carried.

OLD BUSINESS – There was no old business or questions/discussion concerning staff reports. Suzan Bunn informed members County Finance is finalizing the fiscal year 02-03 budget. The end-of-year budget report and new budget year will be discussed at the next meeting. In response to Bill Beuret's question about the minutes, Fran Sullivan affirmed a copy of County Manager Kevin Grace's memorandum to commissioners regarding zoo funding was attached to the minutes.

NEW BUSINESS

2003-2004 Sales Plan – Karen Brown distributed copies of the final draft of next year's Sales Plan. She noted it is a companion piece to our Marketing/Media Plan. It includes an analysis of our current locale and positioning; strengths, weakness, opportunities and threats analysis; strategic plan for sales with implementation details, outline of types of media and tools/materials to be used and timeline. The Sales Plan will be posted on the web site, and additional copies are available from Karen.

Legislative Update – Members received copies of a synopsis of proposed legislation, and additional copies are available upon request. Recently passed legislation designates Convention & Visitors Bureaus as Official Tourist Information Centers and identifies CVBs as the official destination marketing arms for Florida tourism. Another significant issue in the upcoming legislative session is the loss of tax revenue on the difference between what .com companies (e.g., Travelocity, Orbitz, Expedia) pay hotels and the retail consumer rate. The Florida Tourist Development Tax Association is working on identifying these companies and recovering lost revenue. Several other issues to be addressed in the upcoming legislative session include designation of one of the CVB seats on the Florida Tourism Commission for the FACVB (Florida Association of Convention and Visitors Bureaus), a bill proposing to return sales tax collected on convention center business to the county generating it and reallocation of the rental car surcharge for additional funding for Visit Florida.

TDC Appointments – Two positions from the hotelier category and one position from the non-hotelier category will open in January. Currently we have three nominations for the hotelier seats and one nomination for the non-hotelier seat. CALNO's recommendation will be determined at their October 15 meeting. Jay Sheppard's seat is a District 2 appointment, and Linda Marshall's seat is a District 3 appointment. The non-hotelier seat currently held by Bill Beuret is a District 5 appointment. A member is not eligible for re-appointment for one year.

Marketing/PR RFP –A Request for Proposal for a Marketing/PR firm went out near the end of fiscal year 02-03. Suzan Bunn recalled our budget had to be cut in several areas, and the Marketing/PR budget dropped considerably, which put significant limitations on the RFP. Paradise Advertising & Marketing was awarded the contract for next year, and approval of the contract is scheduled for the October 14 BCC meeting. Suzan planned to formally congratulate Bennett & Company today for their excellent work over the past three years, but Laura Richeson was unable to attend. Paradise is experienced in destination marketing, airport marketing and start-ups for meetings and sports markets. The firm's creativity is impressive. Red McCullough inquired if Bennett & Company submitted a proposal. Suzan responded they did and were one of the presenters. The RFP Review Committee consisted of Karen Brown, Kathryn Townsend, Bill McDermott, Chris Pedersen, Bruce Skwarlo, Andrea Farmer and Suzan Bunn.

GENERAL DISCUSSION/ANNOUNCEMENTS – A meeting for general managers and sales managers will be held on October 16 at the Holiday Inn Altamonte as a follow-up to the meeting Deputy County Manager Sally Sherman chaired six months ago as Acting Tourism Director.

Jay Sheppard commented on existing laws pertaining to disabled hotel guests relative to his property.

Suzan Bunn announced inaugural flights from Myrtle Beach, South Carolina; Manchester, New Hampshire; Columbus, Ohio and Toronto into Orlando Sanford International.

NEXT MEETING DATE AND LOCATION –November 13, 2003 – SpringHill Suites, Sanford

ADJOURNMENT - There being no further business, the meeting was adjourned by the Chair at 1:05 p.m.